



How to choose a Polaroid Land camera.

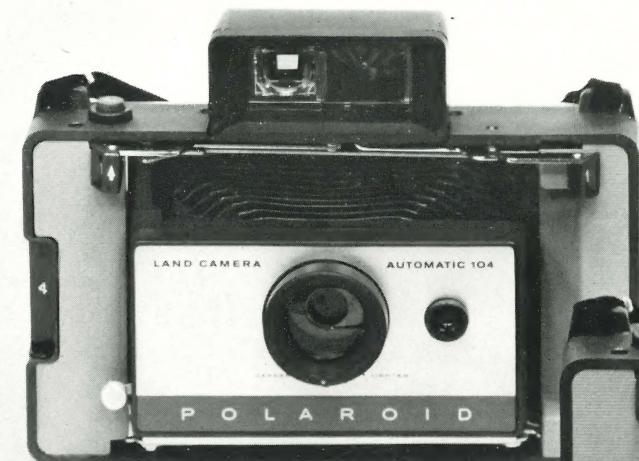


AUTOMATIC 104



R O I D

Meet the bunch at Polaroid. One is just right for you.



Model 104
Under \$60.



Model 103
Under \$85.



Model 101
Under \$125.



The Swinger
Under \$20.

This year there are more models of the famous Polaroid Land camera than ever before — ranging in price from The Swinger at less than \$20 to the superb Automatic Color Pack Camera Model 101 at under \$125. Each price offers special features, wider range, greater versatility. Do you want the ease of operation, the beautiful color, the exciting results of the automatic Color Pack Cameras? Or the simplicity and economy of The Swinger? Use the following pages to help choose the Polaroid camera that is just right for you.

The Automatic Color Pack Cameras.

The Automatics are the most exciting cameras in the world today. Aim, shoot and pull two tabs. In 60 seconds you have a beautiful color picture (or a black and white in 15). It's as easy as that. And there is no thrill in photography to compare to it.

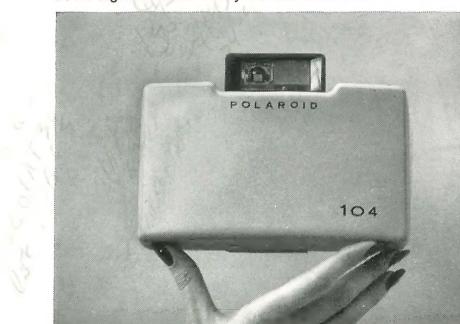
Electronic shutter. The automatic Color Pack Cameras have transistorized, electronic shutters of a radical new design. Teamed with a sensitive electric eye, they produce perfect exposures in almost any light. All you do is choose the picture. The electronic shutter makes all the exposure calculations for you in the fraction of a second that the shutter is open.

Lightweight. These cameras are actually lighter than many 35mm cameras, even though they produce big $3\frac{1}{4}'' \times 4\frac{1}{4}''$ prints. Each camera has a removable cover that protects it when not in use and an adjustable carrying strap.

Easy loading. The Color Pack Cameras all use Polaroid Land pack film — both black and white and color. Each pack has eight pictures and drops into the back of the camera in seconds. There is no threading or winding. When you take a picture, you pull it out of the camera to develop. And you are free to go on shooting.

Automatic flash pictures. The automatic Color Pack Cameras take the guess work out of making flash pictures. You can take flash shots indoors as easily as in sunlight. You don't have to measure or make special flash settings from chart. Just aim and shoot as you would for any picture. Even as you move closer or farther away, the camera does the figuring for you.

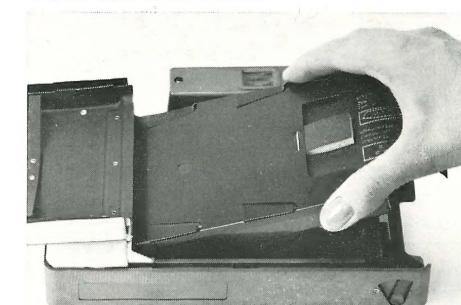
The Color Pack Camera is light and compact, even lighter than many 35mm cameras.



The camera is easy to use. The electronic shutter does the figuring for you.



Loading is simple. Just drop the pack into the back of the camera.



The Color Pack Camera produces color pictures in 60 seconds, black and whites in just 15.



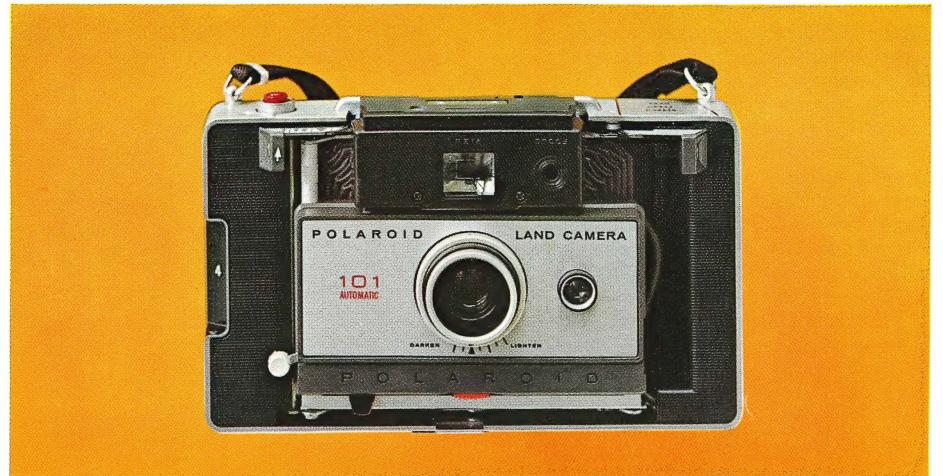
Model 101. Rugged construction, special features.

The Model 101 is one of the finest cameras ever made by Polaroid. It is fully automatic. It has great range, luxury styling and offers many deluxe features.

It is a rugged and versatile camera. The camera body is finished in brushed chrome; the shutter housing in black metal and plastic. A detachable cover protects the camera when not in use and it is fitted with an adjustable nylon carrying strap.

The Model 101 is a sophisticated camera. It features a deluxe superimposed range- and viewfinder and an extensive accessory capability. It has a sharp triplet lens, tripod socket (useful when making long exposures), and a powerful 4½ volt battery. Most important of all, it offers the range of fun and excitement of a deluxe camera at an attractive price.

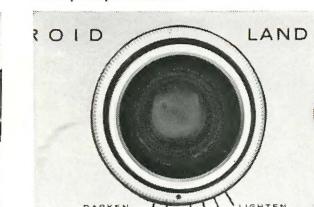
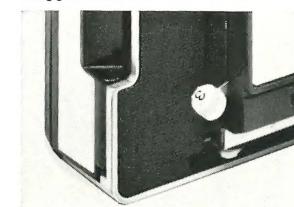
Under \$125 (including flashgun).



Rugged metal construction.

Sharp triplet lens.

Easy push-push focusing.



Model 103. Plastic construction, many extras.

This automatic Color Pack Camera incorporates the major features of the finest automatic camera at a price many more people can afford. The camera body and shutter housing are made of tough precision-finished plastic. As a result, the camera is even lighter than its more expensive counterpart. The electronics of the transistorized shutter are not as versatile (it has only 2 capacitors) but the electric eye provides automatic exposure control for pictures in almost every lighting situation.

The Model 103 has many deluxe features. It has the sharp triplet lens and the superimposed image range- and viewfinder of the more expensive camera. It can make beautiful color portraits with the optional Polaroid Portrait Kit and can use many of the other accessories as well. It provides great versatility (which means many extra opportunities for picture-in-an-instant fun) at a surprisingly low price.

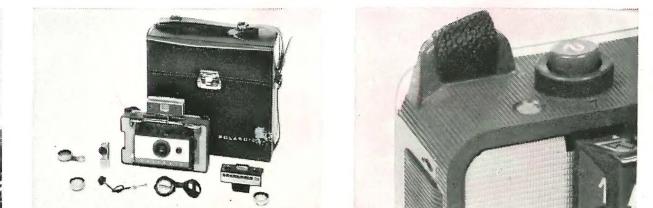
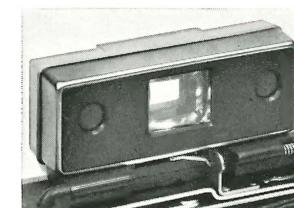
Under \$85 (flashgun additional).



Deluxe rangefinder.

Many optional accessories.

Precision-formed plastic body.

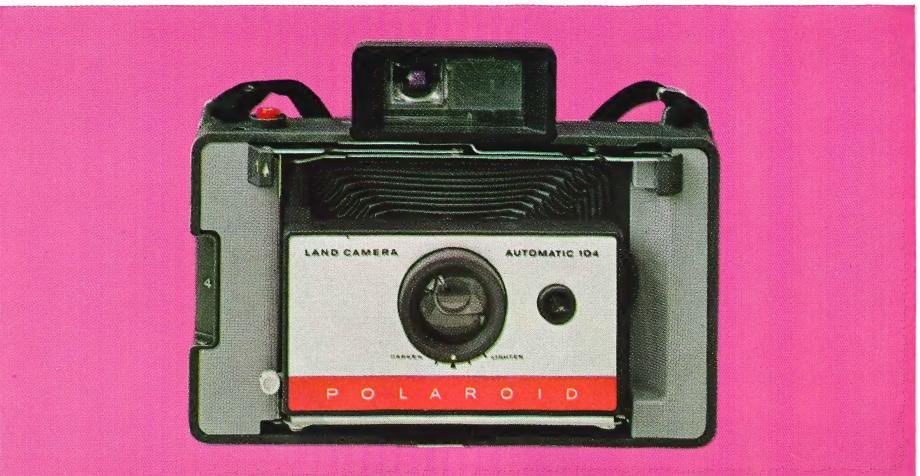


Model 104. Half the price of the original model!

Polaroid has figured out a way to give you an automatic Color Pack Camera for about half the price of the original. Surprisingly enough, it includes most of the basic features of the other models — the same great film, the same fast loading, electric eye operation, the same big prints. And the fun and excitement of seeing your color pictures on the spot in 60 seconds, your black and whites in 15.

Where is the money saved? In a plastic body and shutter housing, in a simplified rangefinder, in a less expensive duplet lens, in a nylon carrying strap, in limited accessory capability. And the electronic shutter still gives you automatic exposure control. (Remember, flash pictures are automatically controlled with this camera, too.) Have you been waiting all your life to buy a Polaroid Color Pack Camera? No reason to wait any longer.

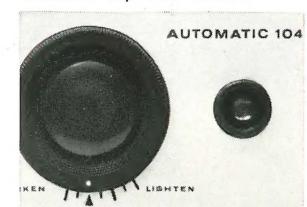
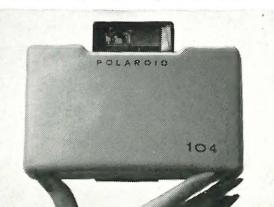
Less than \$60 (flashgun additional).



Light, compact, easy to handle.

Simplified range- and viewfinder.

Automatic exposure control.



Automatic Color Pack Camera Comparison Chart.

All Automatics have these features:

Color pictures in 60 seconds.
Black and white pictures in 15.
Large 3¼" x 4¼" picture size.
Easy pack film loading.
Electric eye exposure control.
Lightweight.
Pictures develop outside the camera.
Automatic exposure for flash.
Detachable camera cover.

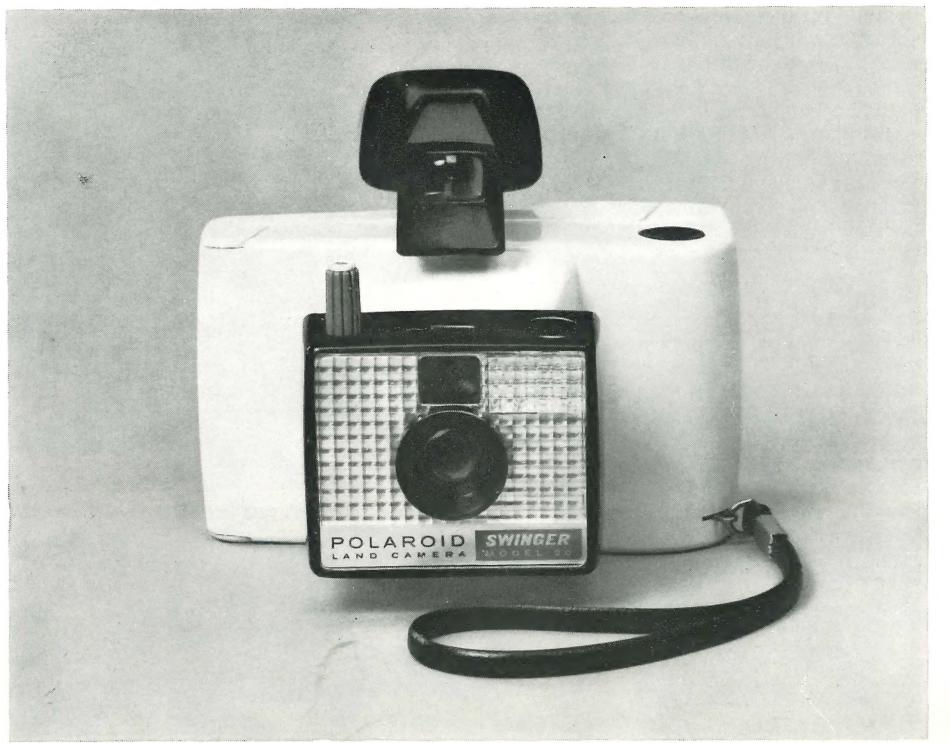
CAMERA MODELS:	101	103	104
1. 2 speed settings	yes	yes	yes
2. Nylon carrying strap	yes	yes	yes
3. Double image, coupled rangefinder	yes	yes	image sizer
4. Triplet lens	yes	yes	duplet lens
5. Projected frame viewfinder	yes	yes	movable frame viewfinder
6. Portrait lens capability	yes	yes	no
7. Cloud filter capability	yes	yes	no
8. Close-up capability	yes (b/w)	yes (b/w)	no
9. Brushed chrome body	yes	plastic body	plastic body
10. Tripod socket	yes	no	no
11. Automatic time exposure up to 10 sec. for color	yes	1 sec.	1 sec.
12. 4½ volt battery	yes	3 volt battery	3 volt battery
13. 4 capacitors	yes	2 capacitors	2 capacitors
14. Metal/plastic housing	yes	plastic	plastic

Use this chart to compare the features of each model.

Meet The Swinger. The incredible new Polaroid Land camera for under \$20.

This is the camera everybody's been waiting for. Even if it didn't give finished black and white pictures in 15 seconds it would still be a camera to marvel at.

The Swinger is the most spontaneous camera in the world. It's very light and swings from your wrist, ready when you want to take the next picture. Shoot when it says YES. Fifteen seconds later, you zip off a beautiful black and white picture. Never before have there been so few steps between the impulse to shoot and the finished print.



Nothing beats the fun of instant photography.

The Swinger now makes it possible for everyone to enjoy the fun of instant photography. You can have black and white pictures in just 15 seconds wherever you are, indoors or out. The Swinger picture is shown actual size (2½" x 3¼").



There's nothing like it at any price.

Pictures on the spot. Seconds after you shoot you pull apart a handsome 2½" x 3¼" black and white picture.

The Swinger "talks" to you. An ingenious built-in photometer reads YES when the exposure is perfect — right in the viewfinder. You twist a little knob 'til it says YES. You press down the same knob to shoot your picture. Your eye never leaves the viewfinder.

The Swinger freezes action. The combination of Polaroid 3000-speed film and the single shutter speed of 1/200th of a second is fast enough to stop a water skier or catch a high diver.

There's never any focusing. Your Swinger is always in focus. Pictures in bright sunshine are sharp from 2 feet to the horizon.

The lens is a superb one for such an inexpensive camera, and the development system is similar to the most expensive Polaroid Land camera.

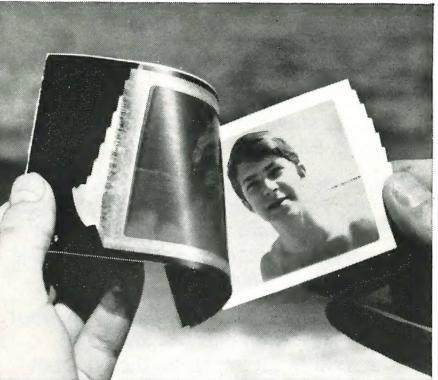
Even the built-in flash is special. You drop an inexpensive AG-1 bulb into the camera. The face plate of the camera serves as the flash shield.

The Swinger is easy to load. The film drops right into the back of the camera in seconds. There's no threading or winding. You pull the picture packet out of the camera and in 15 seconds zip off the print.

Carryall Case for The Swinger. This is a convenient way to carry The Swinger with two boxes of film and AG-1 flash-bulbs. It is made of durable black vinyl, lined with cushiony Surlon fibre.

Album for Swinger pictures. It holds 72 pictures in strong transparent jackets and is a convenient way to store and display Swinger pictures. It has durable padded vinyl covers and eight subject index cards.

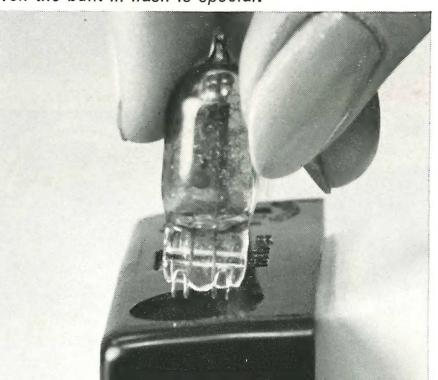
Pictures on the spot.



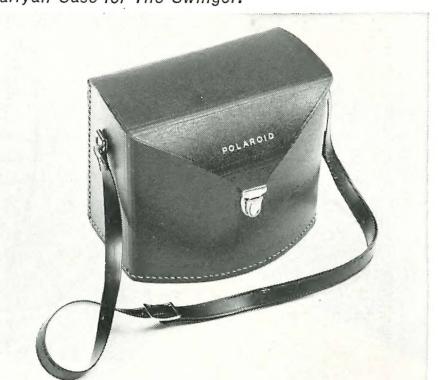
The Swinger freezes action.



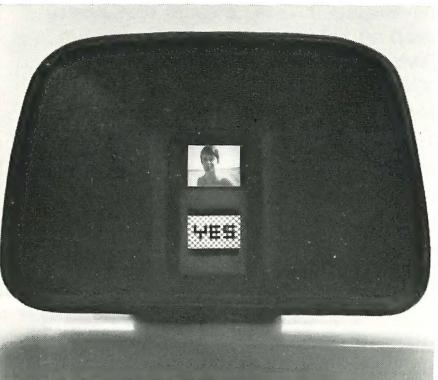
Even the built-in flash is special.



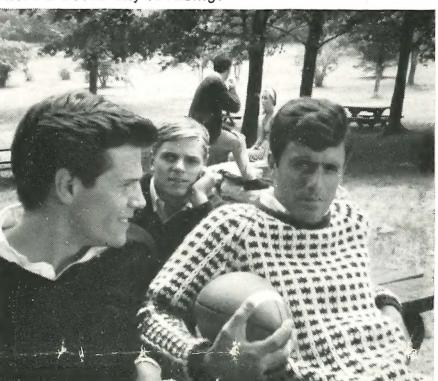
Carryall Case for The Swinger.



The Swinger "talks" to you.



There's never any focusing.



The Swinger is easy to load.



The album for Swinger pictures.



Accessories for the Automatics.

Development Timer clips to the camera strap and ensures accuracy in picture development, avoids wasting film because of improper picture development. Especially useful for color pictures.

Portrait Kit makes beautiful head and shoulder portraits as close as 19 inches. Lens and view-focus adapter clip right to the camera.

UV Filter enhances outdoor color pictures. It removes excess blue and makes colors look more natural. It's especially effective when photographing snow or beach scenes.

Self-Timer lets you get in the shot. Simply set the release and walk into the picture. In a few seconds

the shutter snaps automatically.

Flashgun clips right to your camera and lets you photograph indoors in color or black and white. It is synchronized with the shutter and requires no distance setting. Flash shots are truly automatic.

Close-Up Kit opens a whole new world of fun. You can take pictures as close as 9 inches from your subject so that flowers, pets, stamps and coins can be precisely recorded.

Cloud Filter gives added punch to your black and white outdoor shots. An orange filter, it improves the contrast in pictures showing an expanse of sky and clouds.

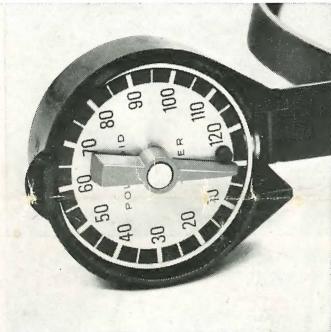
Cable Release fits over the shutter and

lets you trip the shutter without danger of moving the camera. Useful for automatic time exposures.

Polaroid Picture Album is a convenient way to store and display 72 pictures, either black and white or mounted color shots. They lie flat in strong transparent jackets, protected by durable padded vinyl covers. Eight subject index cards are included.

Carrying Cases make it easy to carry everything necessary for on-the-spot picture taking. The #322 holds camera, flashgun, several boxes of film, flashbulbs and accessories. The #324 is larger and has fitted accessory compartments. The #326 is an inexpensive case for the budget-minded buyer.

Development Timer.



Portrait Kit.



UV Filter.



The Self-Timer.



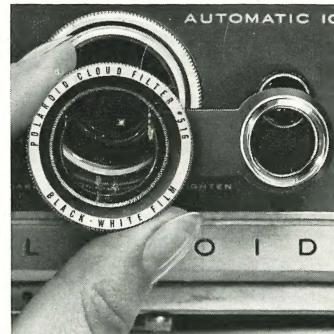
Flashgun.



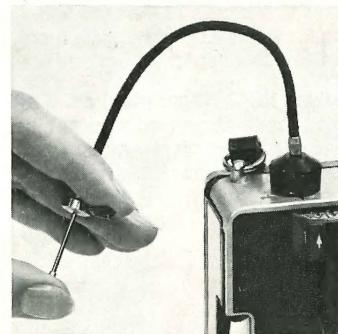
Close-Up Kit.



The Cloud Filter.



Cable Release.



Polaroid Picture Album.



Carrying Case #322.



Carrying Case #324.



Carrying Case #326.

